

Due 5396

|  |         |                  |                      |   |    |   |    |  |    |   |    |   |  |  |
|--|---------|------------------|----------------------|---|----|---|----|--|----|---|----|---|--|--|
| FSC-82-A   | 4/24/96 | TO: ROM          |                      |   |    |   |    |  |    |   |    |   |  |  |
| SUBJECT: DORAL Box Intro-Direct Account Audit (Allocated/Live Product) |         |                  | PARTIAL DISTRIBUTION |   |    |   |    |  |    |   |    |   |  |  |
| DISTRIBUTION:  |         |                  | 11                   | x | 21 | x | 33 |  | 51 |   | 62 | x |  |  |
| X  | AVP     | X KAM            | 12                   | x | 22 | x | 34 |  | 54 |   | 63 |   |  |  |
| X  | RSM     | Reg.Mil./DF Mgr. | 13                   | x | 23 |   | 35 |  | 56 |   | 66 |   |  |  |
| X  | RBM     | DM               | 16                   | x | 26 | x | 36 |  | 58 | x | 67 | x |  |  |
| X  | ROM     |                  | 17                   | x | 29 | x |    |  |    |   | 69 |   |  |  |
|  |         |                  | 18                   | x |    |   |    |  |    |   |    |   |  |  |

(Please disseminate to appropriate personnel.)

Please review the steps outlined below and communicate this information to your Managers/Reps with direct account responsibilities who have been involved with the DORAL Box introduction in your region:

#### Managers/Reps with Direct Account Responsibilities

- Report back to the ROU only the direct accounts who have remaining inventory of DORAL Box allocated live product. (This number should be based only on the remaining allocated product that was ordered by the account and was not shipped to retail.) Information should include number of 6M cases (by brand style) remaining, the direct account's name and SIS number. If a case contains less than 15 cartons, report as "0". (Regions 11, 13 & 16 will report DORAL Box Menthol style only.)
- If accounts have moved all product to retail, it will not be necessary to communicate back to your ROU. Only the accounts with remaining inventory should be reported back to the ROU.
- No Poqet/laptop reporting will be involved in this process.
- Program Contact: Your Region Operations Unit

#### ROU Responsibilities

- To streamline the administrative time, your ROU will not be required to enter this information "on-line" as previously communicated in the original fact book information (FSC 30-A or FSC 31-A).
- ROUs should compile the information by region, direct account name and SIS number with the number of 6M cases (by brand style) for each account "not shipped" to retail. Only those accounts with remaining inventory should be sent to customer services. (This quantity will be deducted from the number of cases allocated and shipped to the direct account.)
- ROU should compile the information and forward to Jimi Ruff, Customer Services via E-mail or Fax (910/741-2156) by the close of business Friday, May 10.
- Customer Services will be responsible for issuing payments to the direct accounts of \$10 per 6M case of live allocated product that has been shipped to retail. The exceptions (number of cases not moved to retail) will be deducted from the information maintained by Customer Services.
- Payments will be issued to the direct accounts no later than the week of May 20 by Customer Services.
- ROU Program Contacts: Sharon Reid, extension #2584  
Jimi Ruff, extension #3510

R. J. REYNOLDS TOBACCO COMPANY

51844 9604

To: Macleod, Stephen  
From: 1610 - Buffalo ROU (BRZEZIE)  
Posted: 4/25/96 8:48  
Opened: 4/26/96 8:48  
Subject: FWRD: FSC-82-A DORAL Box Intro-Account

SRM, I am forwarding the following to you before I send to KAMs/AMs/DMs/RMs and Judy - you might want to place a cover letter with it specifying how you want their responses sent back to the ROU - or just code it as SUSPENSE with a response date - let me know....

===== <Forwarded Letter> =====

From: rjrws/rjrpo3/davisc4  
To: 1610  
Subject: FSC-82-A DORAL Box Intro-Account Audit  
Posted: 04/24/96 20:12  
Priority: Normal

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